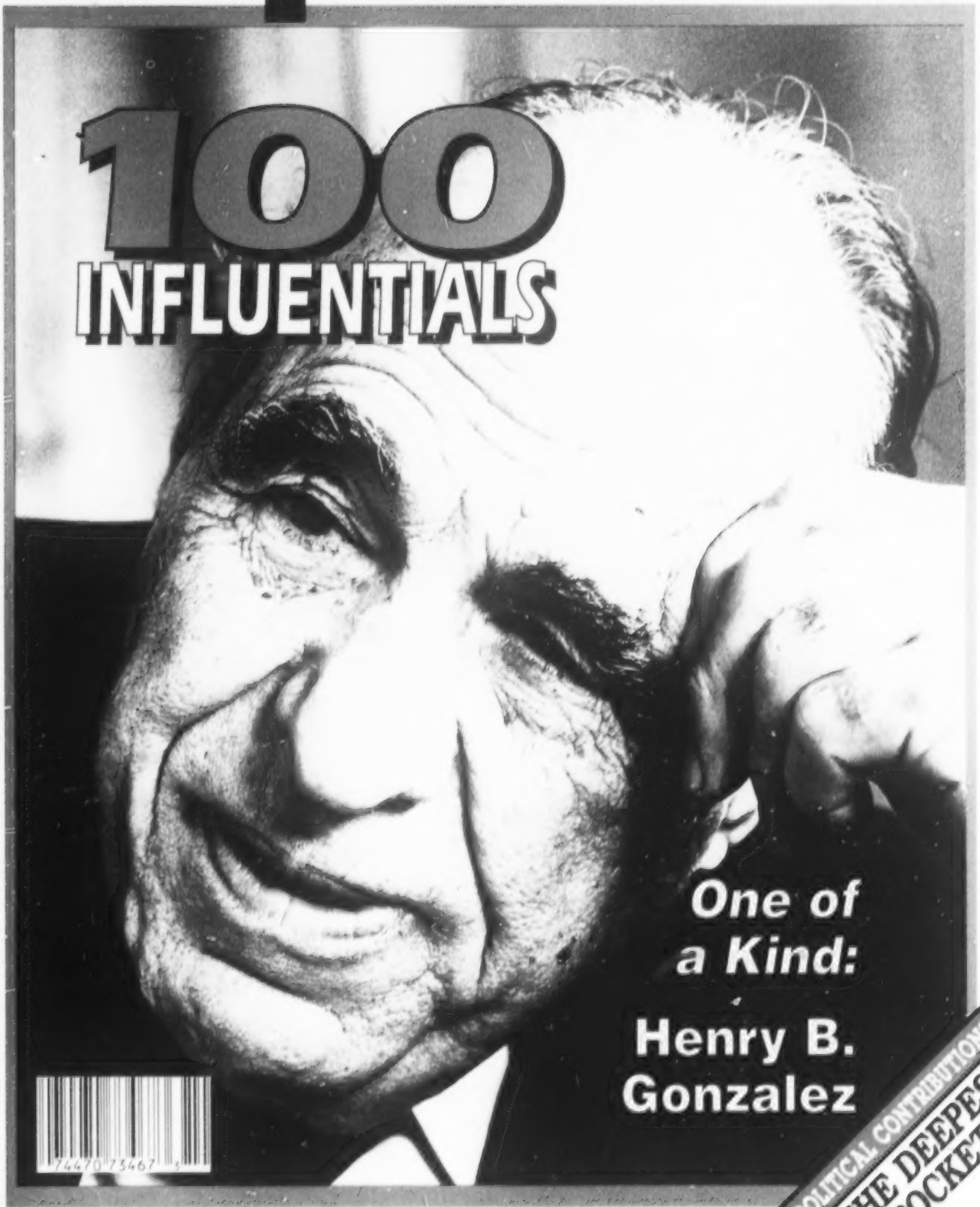
OCTOBER 1992

$2.00

Hispanic BUSINESS



100 INFLUENTIALS

One of a Kind:
Henry B. Gonzalez

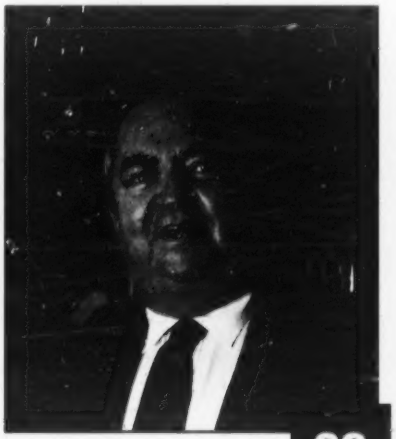
POLITICAL CONTRIBUTIONS:
THE DEEPEST POCKETS

Hispanic BUSINESS

October 1992 Volume 14, Number 10

U.S. Surgeon General Antonia Novello was voted most influential this year.

52



Colsa Inc. CEO Francisco J. Collazo is a major political contributor.

22

New HACR President Richard Jose Bela faces heavy challenges.

44

COVER STORY
THE 100 INFLUENTIALS 52
Want a unified national agenda.

POLITICS
A POLITICAL BURR NAMED HENRY B. 10
Henry B. Gonzalez, senior statesman.

MONEY
LOOKING INTO THE DEEPEST POCKETS 22
Top political contributors revealed.

CAMPAIGN
ON THE ROAD TO WASHINGTON 32
Bush and Clinton on the issues.

TRADE
FREE TRADE ACCORD RATTLES CONGRESS 40
Where the politicians stand on hot issues.

SET-ASIDES
COURT SETBACK COULD GET WORSE 48
Set-aside programs struggling to survive.

CONTRACTS
ISSUES LINGER FOR NEW HACR CHIEF 44
Funding, tactical issues keep Bela on defensive.

PUBLISHING
HOW 'RAIN OF GOLD' FOUND A PUBLISHER 80
Arte Publico launches a mainstream success.

MUSIC
ANDY GARCIA PLAYS UP HIS ROOTS 84
Hispanic themes become hot in Hollywood.

DEPARTMENTS

Direct Line 4

Readers Write 6

About People 88

Business Notes 92

Media/ Marketing 94

Cover

Texas Democratic Congressman Henry B. Gonzalez. Photo by Robert McLeroy—The San Antonio Express-News

Cover design by Buffalo Brothers Studios West.

The stakes couldn't be higher in this fall's presidential and congressional elections. At no time in recent memory has the United States of America seemed to be at a more critical watershed.

Barely three years ago national security was the dominant issue of our time. And it was only 12 months ago that the major threat to our future seemed to be Japan's worldwide economic juggernaut. But these past concerns fade by comparison with our current challenge: We must find a way out of recession, and in so doing chart our course into the 21st century.

Why hasn't the national debate risen to the occasion? Why, when the situation is so grave, are we having a childish spitting contest about family values? The American people want their national leaders to engage them seriously in searching debate about what needs to be done to get the nation moving again. The stories in this issue suggest that Hispanic Americans, like all Americans, are looking for value in their national leaders. They're willing to do whatever it takes to get involved and be heard.

"Past concerns fade by comparison with our current challenge."

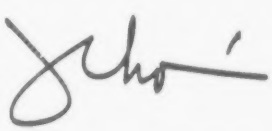
That's evidenced by our groundbreaking story on Hispanic contributions to national politics since the 1980 election. The dollar amounts are rising fast—more than twice as fast as mainstream campaign giving—in keeping with the increase in Hispanic money income, and as the Hispanic desire for political involvement surges.

The swell of political involvement is particularly evident in the state of Florida, where an increasing level of Hispanic giving, especially to Republican causes, has taken that party ahead of the Democrats in terms of total national contributions from Hispanics. This is a remarkable finding, considering that two-thirds of all U.S. Hispanics reportedly vote Democratic.

Especially interesting is our listing of America's most generous Hispanic political givers. If influence can be measured in any degree by dollars donated to national politics, these Hispanics certainly have it. And influence is the key word here. The major focus of this issue is on honoring the country's Hispanic leaders and role models—the HISPANIC BUSINESS 100 Influentials of 1992. While our readers and staff nominate thousands of Hispanic achievers for this honor each year, our Editorial Board selects individuals who have either made the news for the first time or demonstrated notable new accomplishments during the year. As a result, 80 of this year's 100 Influentials are new to the listing.

One familiar name in this Influentials listing is Texas Congressman Henry B. Gonzalez, whose craggy face appears on our cover. As a long-time representative of a district in San Antonio, and as chair of the powerful House Committee on Banking, Finance, and Urban Affairs, this man is one of the most influential people ever to walk the halls of Congress. And he has done it in his own fiercely independent, often outspoken style: a burr, a maverick, call him what you will, he' s the scourge of anyone who might ever threaten to take advantage of the taxpayer.

May all of these people be our inspiration, in a time that requires it.



Editor & Publisher

HispanicBUSINESS

EDITOR AND PUBLISHER
Jesus Chavarria

ASSOCIATE PUBLISHER
Bonnie Chavarria

MANAGING EDITOR
Janet Glasheen

ASSISTANT MANAGING EDITOR
Hector Cantu

SENIOR EDITOR
Rick Menjosa

EDITORIAL/RESEARCH
Sarah L. Acosta, Research Editor
Luisa M. Donis, Research/Staff Assistant
Jan Hines, Production Coordinator

CONTRIBUTING EDITORS
Brian Wright O'Connor Boston, ***Roberto Moreno*** Los Angeles, ***Joel Russell*** Mexico City
George Volsky Miami, ***Yvonne Conde*** New York
Steve Bergsman Phoenix, ***Maura Mackowski*** St. Louis
Jonathan Higuera Washington

AUTOMOTIVE EDITOR
Ralph Gray

ART DIRECTION, DESIGN & PRODUCTION
Buffalo Brothers Studios West

MARKETING/CIRCULATION
Kathleen Jones, Director of Marketing
Wendelyn Rea, Circulation Associate
Lorraine Enriquez, Public Relations Manager

TELEMARKETING
Wayne P. Wilcox, Roger Easson

DIRECTOR OF SALES
Arthur N. Markos

ADVERTISING
Main Office:
Mark Gerston, Advertising Sales Manager
George A. Abrego Account Executive
Robert Filiatreaux, Account Executive
William E. Vasquez, Account Executive
Liz Carroll, Advertising Administrator
360 S. Hope Ave., Ste. 300C Santa Barbara, CA 93105 (805)682-5843

NY Sales Office: (212)688-0052

Se Habla Español
Alejandro Rodriguez, Program Supervisor
Annette Gilkesson, Administrator

DATABASE GROUP
HispanData • HispanLink
Stephen Bonser, Account Executive
Carlene Silva, Assistant

CONTROLLER
Daniel F. Spiegle III
ACCOUNTING ASSISTANT
Steve Hamaker
BOOKKEEPER
Lois Rich
ADMINISTRATIVE ASSISTANT
Joyce H. Neufeld

HISPANIC BUSINESS published monthly by Hispanic Business, Inc., 360 S. Hope Ave., Ste. 300C, Santa Barbara, CA 93105, telephone (805) 682-5843, fax (805) 687-4546. ISSN 0199-0349. One year subscription price $18. Single copies $2, except for June, $3.50. Foreign subscriptions: Mexico $27, worldwide $34, payable in advance. Second class postage paid at Santa Barbara, CA 93102, and additional mailing offices. POSTMASTER: Send changes of address to HISPANIC BUSINESS, P.O. Box 2114, Knoxville, IA 50198. **Subscription questions, call (800) 727-9703.** The entire contents of HISPANIC BUSINESS are copyright © 1992 by Hispanic Business, Inc. No part of this book may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording, or any information storage-and-retrieval system, without prior written permission of the publisher. Published in the USA. All rights reserved. Publisher does not assume responsibility for any unsolicited materials and will return only those accompanied by a stamped, self-addressed envelope.

MPA BPA CONSUMER MAGAZINES

Looking Into the Deepest Pockets

Hispanic political giving grows much faster than mainstream funding.

By Rick Mendosa and Sarah Acosta

If money translates to power, Hispanics are opening doors to political access at a rapidly accelerating rate. Their contributions to congressional and presidential candidates, national party funds, and political action committees (PACs) more than tripled over the past three presidential elections, and may well double yet again by the end of this year.

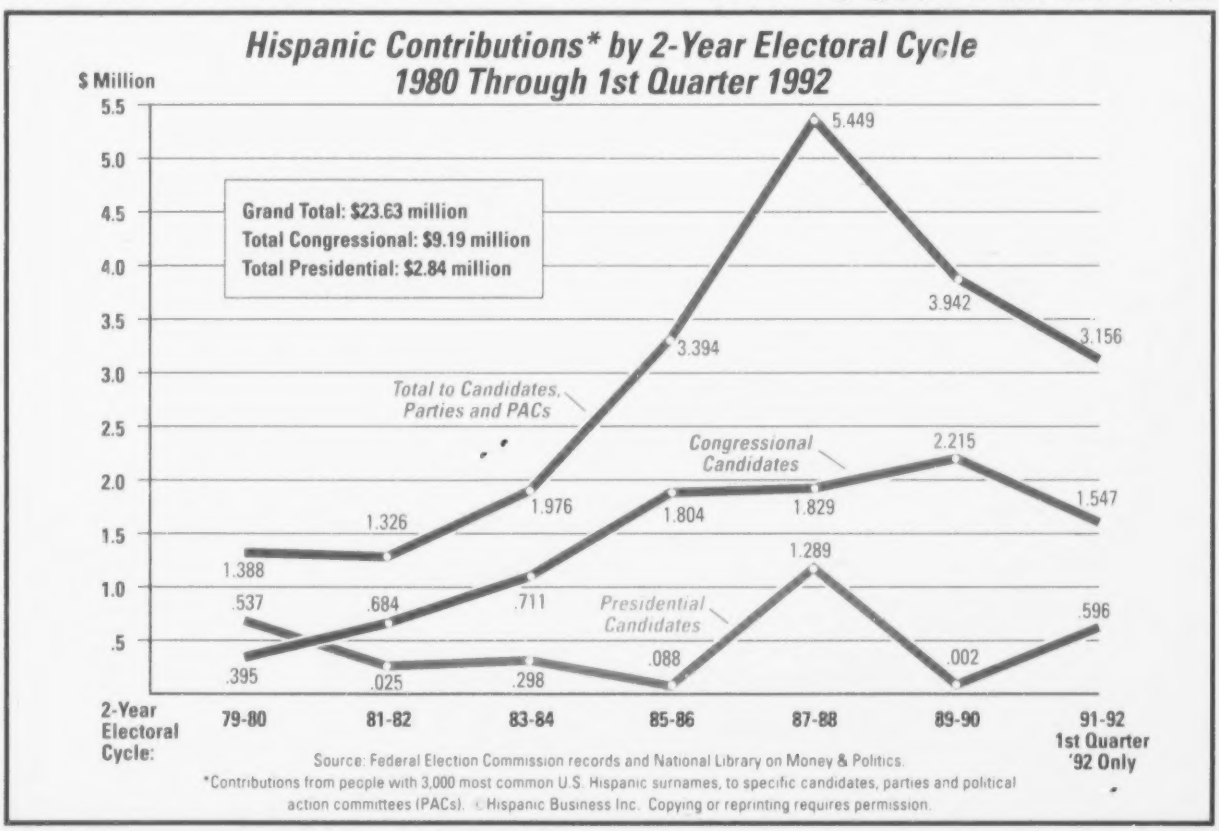
Hispanics contributed about $5.4 million during the 1987-88 presidential election cycle, according to Federal Election Commission (FEC) records. But last March 31, with the lion's share of fund raising for the 1992 showdown still to come, they had already contributed nearly $3.16 million to the political process.

A disproportionate share of that money is coming from Florida, and slightly more of it is now being funneled to the Republicans, even though 65 percent of U.S. Hispanics consider themselves Democratic, according to Andrew Hernandez, president of the Southwest Voter Research Institute. (And in fact, HISPANIC BUSINESS also found that most of the "deepest pockets" routinely give to both parties.)

Our study of FEC records from 1979—the year the Commission started collecting complete data on political contributions—through March 31 of this year shows that individuals with the 3,000 Spanish surnames included in a proprietary HISPANIC BUSINESS data base made roughly 30,000 political contributions totaling more than $20 million.

By our estimate, this surname search of the data base, executed for us by the National Library on Money & Politics, identified only somewhat more than half of all Hispanics who contributed. (The Library on Money & Politics, affiliated with the Center of Responsive Politics in Washington, is a nonprofit, nonpartisan research organization supported mostly by foundation grants.) Our data base does include all 1,000 of the most common U.S. Hispanic surnames, thanks to an analysis by Rick Blume, vice president of Database Management Inc. in New York, but we did not search the records for thousands of less common Hispanic names—many of them not derived from Spain.

Additionally, the FEC records usually included only "large" contributions of $500 or more before 1990, and



gifts of over $250 thereafter. According to a recent analysis by Frank J. Sorauf, author of the newly published book, *Inside Campaign Finance*, this means Hispanic political contributions by the people in FEC's data base are probably double what the records show.

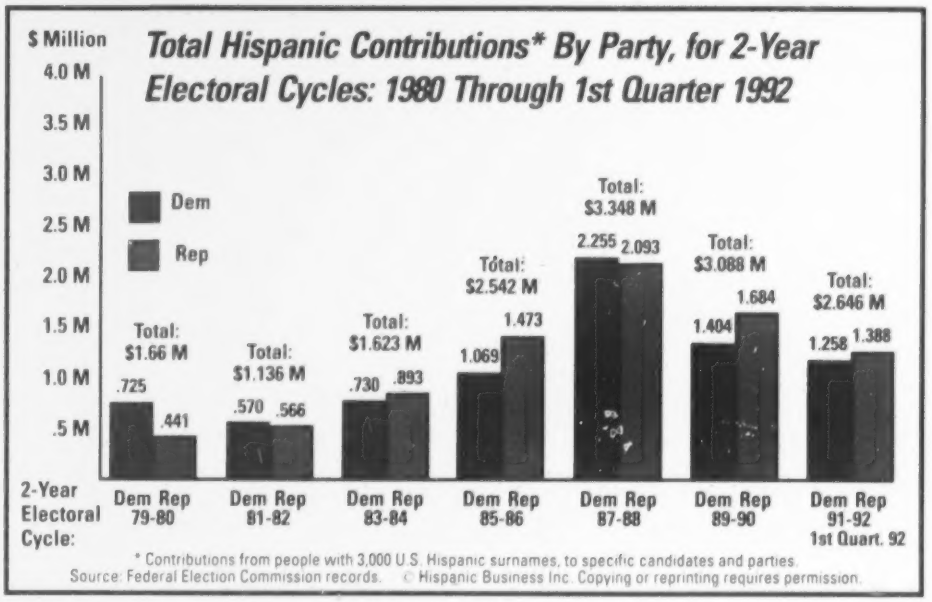
That's the "hard" money—contributions that presidential and congressional candidates, national party committees, and PACs are required by the Federal Election Campaign Act to report to the FEC.

Then there's the big item of "soft" money—funding raised outside the restrictions of federal law, often by the biggest givers to get around those funding limits. This is money from individuals and interest groups channeled to state or local party committees, or given to programs run by "nonparty" groups for voter registration, education, mobilization programs, and so on.

Also excluded from our findings are collections of campaign money from various sources amassed by "brokers" or "bundlers," who are essentially ignored by the Federal Election Campaign Act.

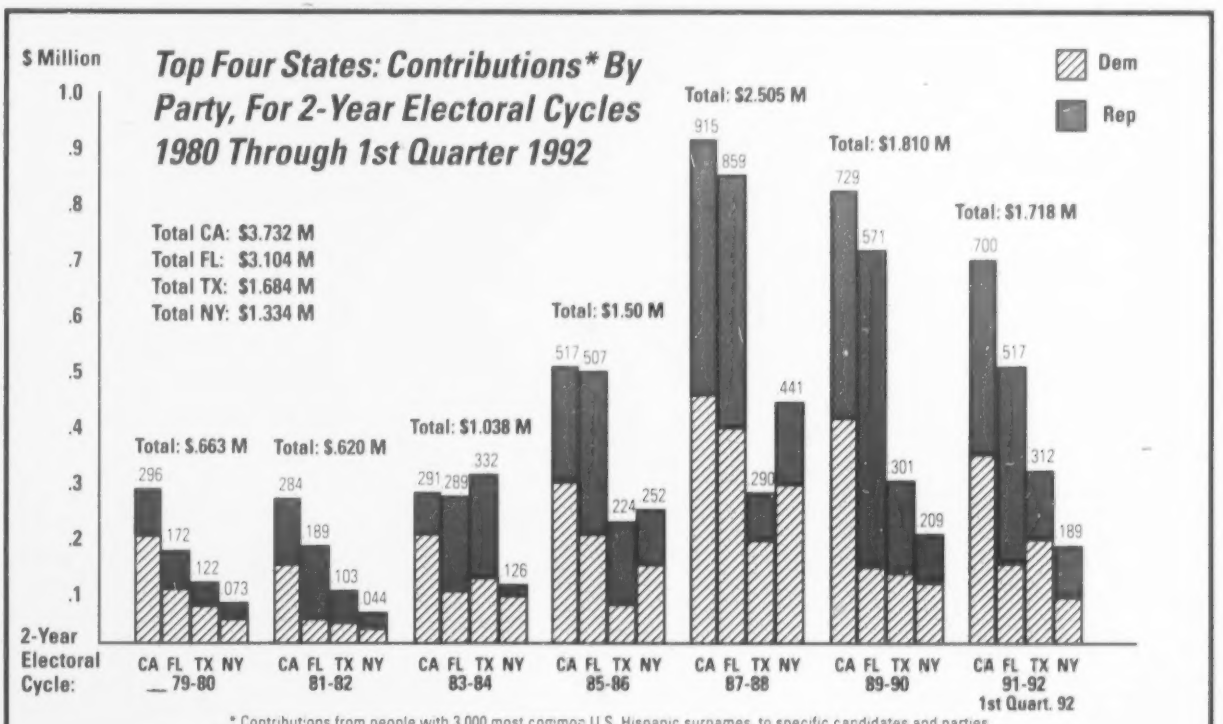
For example, Charles Keating, the disgraced former CEO of American Continental Corp. (Lincoln Savings and Loan), apparently brokered contributions exceeding $500,000 to five senators.

So, double the Hispanic $20 million to account for less common surnames. Then double it again to include smaller contributions. That brings the likely total to about $80 million. And although there's no way of knowing how much soft money Hispanics have contributed to the political process, the numbers are probably quite healthy for the major givers. Our further



Total Hispanic Contributions* By Party, for 2-Year Electoral Cycles: 1980 Through 1st Quarter 1992

* Contributions from people with 3,000 U.S. Hispanic surnames, to specific candidates and parties.
Source: Federal Election Commission records. © Hispanic Business Inc. Copying or reprinting requires permission.



Top Four States: Contributions* By Party, For 2-Year Electoral Cycles 1980 Through 1st Quarter 1992

* Contributions from people with 3,000 most common U.S. Hispanic surnames, to specific candidates and parties.
Source: Federal Election Commission records. © Hispanic Business Inc. Copying or reprinting requires permission.

Photo by Albert Diaz

Jorge Mas Canosa is probably the most powerful U.S. lobbyist, and definitely the country's most politically generous Hispanic.

analysis of the baseline $20 million—broken out by party, state, and electoral cycle—indicates that Hispanic donations to Republicans first surpassed those to Democrats during the 1983-84 presidential election cycle and, except for a slight Democratic edge in 1987-88, have stayed ahead during every subsequent cycle.

The GOP upsurge is owing in large part to Florida, where contributions to Republicans overtook those to Democrats in the 1981-82 election cycle and have stayed ahead ever since.

In total, the GOP and its candidates received $8.5 million during the surveyed period. The Democrats came close with $8 million. An additional $3.8 million went to PACs, of which by far the largest recipient was the Free Cuba PAC, with $434,850. The balance, about $233,000, went to third parties and independents.

While 65 percent of all U.S. Hispanics are Democrats, the figure is more like 70 percent outside Florida, where 90 percent vote Republican at the national level, according to Southwest Voter Research's Mr. Hernandez. "But those who make more than $50,000 [annual salary] tend to identify themselves more as Republican than Democratic," he explains. Consequently, he says he was not surprised to learn that the average contribution to Republicans during the surveyed period was $743, while the typical donation to Democrats was $679.

Nearly half of the analyzed Hispanic

The Top Ten Political Givers, 1979 Through 1st Quarter 1992

	Total Contributions* All Years 1979-1st Quarter 1992	Contributions During Presidential Campaign Cycles Only** (Not Including 1991-92)					
		To Democrats			To Republicans		
		79/80	83/84	87/88	79/80	83/84	87/88
1. Jorge Mas Canosa							
Cong.	$86,025	$1,000	$2,800	$9,000	$1,000	$14,900	$9,325
Pres.	$4,500	$1,000	$0	$0	$0	$500	$1,000
Parties	$44,500	$1,000	$0	$0	$0	$10,000	$0
PACs	$51,500	Total by Cycle:					
Grand Total:	$186,525	$3,000	$2,800	$9,000	$1,000	$25,400	$10,325
2. Marifo Hernandez							
Cong.	$5,000	$0	$0	$1,000	$0	$0	$0
Pres.	$3,000	$0	$0	$1,000	$0	$0	$0
Parties	$122,000	$1,500	$22,000	$74,500	$0	$0	$0
PACs	$12,000	Total by Cycle:					
Grand Total:	$142,000	$1,500	$22,000	$76,500	$0	$0	$0
3. Alfonso Fanjul Jr.							
Cong.	$31,500	$2,750	$2,500	$13,000	$0	$500	$0
Pres.	$9,000	$500	$1,000	$2,500	$0	$0	$1,000
Parties	$59,000	$2,500	$1,000	$23,000	$0	$0	$0
PACs	$31,605	Total by Cycle:					
Grand Total:	$131,105	$5,750	$4,500	$38,500	$0	$500	$1,000
4. Domingo Moreira							
Cong	$0	$0	$0	$0	$0	$0	$0
Pres	$3,000	$0	$0	$0	$0	$0	$2,000
Parties	$28,100	$0	$0	$0	$0	$10,000	$6,000
PACs	$86,000	Total by Cycle:					
Grand Total:	$117,100	$0	$0	$0	$0	$10,000	$8,000
5. Jose "Pepe" Fanjul							
Cong.	$53,055	$1,200	$1,500	$3,005	$1,000	$1,000	$15,000
Pres.	$4,000	$0	$0	$0	$0	$0	$1,000
Parties	$3,000	$0	$0	$0	$1,500	$1,500	$0
PACs	$52,386	Total by Cycle:					
Grand Total:	$112,441	$1,200	$1,500	$3,005	$2,500	$2,500	$16,000
6. Alberto Hernandez, M.D.							
Cong.	$23,900	$1,000	$1,000	$4,500	$0	$750	$0
Pres.	$8,750	$0	$0	$0	$0	$0	$4,000
Parties	$28,750	$0	$11,250	$2,000	$0	$0	$0
PACs	$39,000	Total by Cycle:					
Grand Total:	$100,400	$1,000	$12,250	$6,500	$0	$750	$4,000
7. Roberto G. Mendoza							
Cong.	$2,500	$0	$500	$1,000	$0	$0	$0
Pres.	$6,000	$0	$0	$0	$0	$0	$4,000
Parties	$0	$0	$0	$0	$0	$0	$0
PACs	$88,122	Total by Cycle:					
Grand Total:	$96,622	$0	$500	$1,000	$0	$0	$4,000
8. Arturo Diaz							
Cong.	$7,800	$0	$500	$2,350	$0	$0	$0
Pres.	$0	$0	$0	$0	$0	$0	$0
Parties	$69,000	$0	$0	$3,000	$0	$14,250	$0
PACs	$10,500	Total by Cycle:					
Grand Total:	$87,300	$0	$500	$5,350	$0	$14,250	$0
9. Manuel D. Medina							
Cong.	$28,680	$1,500	$3,500	$9,680	$0	$1,000	$0
Pres.	$10,000	$0	$3,500	$6,500	$0	$0	$0
Parties	$30,000	$0	$12,000	$14,000	$0	$0	$0
PACs	$8,000	Total by Cycle:					
Grand Total:	$76,680	$1,500	$19,000	$30,180	$0	$1,000	$0
10. Earl Luna							
Cong.	$37,800	$0	$500	$2,000	$0	$4,000	$6,500
Pres.	$3,000	$0	$1,000	$0	$0	$0	$1,000
Parties	$29,260	$0	$0	$5,000	$0	$1,500	$6,000
PACs	$4,000	Total by Cycle:					
Grand Total:	$73,060	$0	$1,500	$7,000	$0	$5,500	$13,500

Source: Federal Election Commission records, search for 3,000 most common Spanish surnames. *Contributions to presidential and congressional candidates, national parties, and political action committees (PACs).

©Hispanic Business Inc. Copying or reprinting requires permission.

political contributions originated in only four states. The most impressive figures come from Florida, where 7 percent of all U.S. Hispanics accounted for 15 percent of all Hispanic giving—$3.1 million. While California ranked first with 18 percent of the total contributions ($3.7 million), it is home to 34 percent of all Hispanics. Contributors in Texas, with 19 percent of the Hispanic population, accounted for 8 percent of the total. And New York, with 10 percent of U.S. Hispanics, provided 6 percent of all Hispanic funding.

Although total U.S. political giving has increased since 1979 for both presidential and nonpresidential election cycles, Hispanic giving has increased more than twice as fast. While total presidential cycle contributions increased 118 percent between 1979-80 and 1987-88, Hispanic giving shot up 286 percent. And for the nonpresidential cycles, Hispanic contributions outpaced overall funding increases, by about 200 percent to 119 percent.

Both political parties say they are well aware of the growing Hispanic clout. Robert Mosbacher, the Republican National Committee's general chairman of finance and fund raising, says he attributes the growing Hispanic Republican contributions to several factors. First, he claims, Hispanics and the Bush-Quayle platform "are very close to each other...simpatico," on many issues. "Hispanics feel very strongly about family, about schools and choice, about work with Mexico on the North American Free Trade Agreement, and maybe about a certain kinship with George Bush, because part of his family is Hispanic."

Besides that, continues President Bush's former secretary of Commerce, "many Hispanics have small businesses, and the Bush-Quayle team is concerned about small business. They've put a moratorium on regulations and have at least jawboned the regulators and banks about being more helpful toward small businesses. The other side of the issue is that Hispanics are scared to death of additional taxes and regulations on business from Clinton and Gore."

As a result, says Mr. Mosbacher, he works with many wealthy Hispanics, "not just those in Florida—and they're very important there—but also in Texas and California and the other border states."

Amy Zisook, the Victory Fund director for the Democratic National Committee, says her party, too, has "noticed more interest and involvement from the Hispanic community nationwide, although I'm not exactly sure what that's due to."

Indeed, Democratic presidential nominee Bill Clinton has been able to tap Cuban American money that traditionally has gone to the Republicans, possibly because of his support of proposed legislation to tighten the U.S. embargo on Cuba. For example, says a Clinton aide, one political event in Miami's Little Havana last April produced more than $100,000 for his campaign.

HISPANIC BUSINESS also examined the FEC records to identify who the biggest Hispanic contributors have been. What we found is that the most generous ones live in South Florida and New York.

Photo by Eduardo Gallian

Alfonso Fanjul Jr., the nation's sugar king, is one of the largest Hispanic contributors to federal elections.

By far the biggest individual contributor, at $186,525, is Jorge Mas Canosa, CEO of Church & Tower, a Miami-based construction company. Since 1980, Mr. Mas Canosa has chaired the Cuban American National Foundation (CANF), an organization he modeled after a potent pro-Israel lobby—the American Israel Public Affairs Committee.

His company, which was last listed on the HISPANIC BUSINESS 500 in 1989 with revenues of $16.25 million for the previous year, has since refused to divulge its revenues. But the *Miami Herald* has estimated Mr. Mas Canosa's personal wealth at $9 million, and most of his money is said to go to Republicans and the GOP. With his tremendous influence in Washington, wielded through access to the White House, senior Administration officials, and Congress, this man is perhaps the most significant individual lobbyist in America, and the only one who wants to be president of another country (Cuba).

Mr. Mas Canosa maintains there is no direct link between CANF and the Free Cuba PAC, but as one Washington source puts it, "We consider them one and the same." The Free Cuba PAC contributed to 56 congressional campaigns in 1988 and 48 campaigns in 1990. Among its beneficiaries is New Jersey Democratic Congressman Robert Torricelli, sponsor of the Cuba Democracy Act, which would tighten the U.S. embargo on Cuba. Mr. Torricelli has received the $5,000 legal maximum from the Free Cuba PAC every year since he became chair of the House Western Hemisphere Affairs Subcommittee four years ago. And, according to *The Wall Street Journal*, the Congressman has received another $16,750 from individual members of CANF.

Meanwhile, Free Cuba PAC President Domingo Moreira ranks number four in contributions. Mr. Moreira is president of seafood wholesaler Ladex Corp. in Miami. Ranked sixth is Alberto Hernandez, a Miami physician and one of the leaders of CANF.

The second largest Hispanic contributor, Marife Hernandez, gives solely to Democrats. A socialite and public relations consultant in New York City, Ms. Hernandez formerly headed a firm called Cultural Communications Inc. and has done public relations work for The Coca-Cola Company.

Back in Florida, Alfonso Fanjul Jr. is the third biggest giver. Unlike Mr. Mas Canosa, who thrives in the limelight, Mr. Fanjul seems to enjoy staying in the shadows. As head of the Flo-Sun Corporation of Palm Beach, he controls America's largest sugar producer. Although Flo-Sun has never divulged its revenues, HISPANIC BUSINESS estimates place it among the country's two or three biggest Hispanic owned companies, and the *Miami Herald* estimated six years ago that

Mr. Fanjul's net worth then exceeded $400 million.

Mr. Fanjul's brother, Jose "Pepe" Fanjul, ranks fifth. Described variously in FEC records as a farmer, a sugar grower, a developer, or a person connected with two Flo-Sun subsidiaries—the Okeelanta Corp. and Osceola Farms—Pepe Fanjul also runs First Atlantic Investment Corporation, a Miami firm that brokers large deposits into financial institutions.

Three other Flo-Sun associates also posted impressive contributions. Flo-Sun Vice President Oscar Hernandez of Atlantis, Florida, ranked number 13, while his wife, Teresa, ranked number 28. Another Flo-Sun vice president, Alberto Recio of West Palm Beach, ranked number 25.

Ranking seventh among the top 10 is Roberto G. Mendoza, vice chairman of New York bank holding company J.P. Morgan & Co. Inc., the parent of Morgan Guaranty Trust, which is the fifth largest U.S. bank. Mr. Mendoza, who has been with J.P. Morgan since 1967, had a salary of $1,597,400 in 1991 according to the company's proxy statement. Except for $8,000 contributed to individual Republican and Democratic candidates, all of Mr. Mendoza's giving has been to a single PAC—the Morgan Companies Political Action Committee.

Following Mr. Mendoza is Puerto Rican businessman Arturo Diaz Jr., who is associated with several companies in Rio Piedras, Puerto Rico, including Empresas Diaz, Betteroads Asphalt, and the San Juan Cement Co.

Number nine on the list is Manuel Medina, CEO of the Miami-based commercial real estate development company Terremark Inc. and a major contributor to the Democrats. And in 10th place among the top givers is Earl Luna, an attorney in private practice in Dallas.

Most of the large givers whose records we reviewed also attributed additional contributions to a spouse or children, a common means of avoiding the annual limits on giving ($1,000 for candidates, $20,000 for parties, $5,000 for PACs, and $35,000 for total contributions). Mr. Mas Canosa's wife Irma, for example, has donated a total of $29,625 since 1979.

Like most large political contributions, this Hispanic money is being used to buy influence. The difference, as Hispanic influentials and U.S. politicians alike are beginning to realize, is that there's a lot more where that came from.

WHO ARE THE TOP 30?
January 1, 1979 Through 1st Quarter 1992

	NAME	COMPANY/ OCCUPATION	RESIDENCE	TOTAL CONTRIBUTIONS*
1.	Jorge Mas Canosa	Church & Tower	Miami, FL	$186,525
2.	Marife Hernandez	Consultant	New York, NY	142,000
3.	Alfonso Fanjul Jr.	Flo-Sun Corp.	Palm Beach, FL	131,105
4.	Domingo Moreira	Ladex Corp.	Miami, FL	117,100
5.	Jose "Pepe" Fanjul	Flo-Sun Corp.	Palm Beach, FL	112,441
6.	Alberto Hernandez, M.D.	Physician	Miami, FL	100,400
7.	Roberto G. Mendoza	J.P. Morgan & Co.	New York, NY	96,622
8.	Arturo Diaz Jr.	Empresas Diaz/ Betterroads Asphalt/ San Juan Cement Co.	Rio Piedras, PR	87,300
9.	Manuel D. Medina	Terremark Inc.	Miami, FL	76,680
10.	Earl Luna	Law Offices of Earl Luna	Dallas, TX	73,060
11.	Francisco J. Collazo	Colsa Inc.	Huntsville, AL	70,090
12.	Francisco J. Hernandez	Agro Tech Int'l	Miami, FL	69,350
13.	Oscar Hernandez	Flo-Sun Corp.	Atlantis, FL	67,685
14.	Francisco A. Lorenzo	Continental Airlines	Houston, TX	67,600
15.	David Lizarraga	TELACU	Covina, CA	57,500
16.	Roberto C. Goizueta	The Coca-Cola Co.	Atlanta, GA	52,402
17.	Michael D. Hernandez	Kidder Peabody	New York, NY	50,600
18.	Max Soriano	Western Pioneer Inc.	Seattle, WA	49,450
19.	Jose Luis Rodriguez	M & R Farms	Boynton Beach, FL	48,350
20.	Daniel Maldonado	MARC Associates	Germantown, MD	45,850
21.	Thomas J. Marquez	Private Investor (formerly EDS VP)	Dallas, TX	45,250
22.	Oscar Vasquez	Oscar Air Cond.	Miami, FL	43,500
23.	Brenda Moreira	Ladex Corp.	Miami, FL	41,000
24.	Rene Hernandez	Gulf Trading Corp.	San Juan, PR	40,000
25.	Alberto Recio	Flo-Sun Corp.	West Palm Beach, FL	39,797
26.	Frank Moya, M.D.	Mt. Sinai Med. Ctr	Miami Beach, FL	37,050
27.	Mario Moreno	Wedtech Corp.	Bronx, NY	36,250
28.	Teresa V. Hernandez	Flo-Sun Corp.	Atlantis, FL	35,700
29.	Arnold Leon	Attorney	Portsmouth, VA	35,000
30.	Mario F. Rodriguez	Interval Int'l	Miami, FL	33,550

Source: Federal Election Commission records, search for 3,000 most common Spanish surnames.

*Contributions to presidential and congressional candidates, national parties, and political action committees (PACs).

©Hispanic Business Inc. Copying or reprinting requires permission.

100 INFLUENTIALS

WANT A UNIFIED NATIONAL AGENDA

"Let's get with it!" That's the message this year's 100 Influentials are sending. HISPANIC BUSINESS polled the Influentials—selected by our editorial board from hundreds of reader nominations—to get their views on a range of political, social, and economic issues.

Eighty-six percent of the responding Influentials say they think it's very important for the Hispanic community to become united in pursuing its goals. Most of them see the community's clout fragmented by disparate agendas: 51 percent say Hispanics are not very united or not united at all, and another 42 percent believe Hispanics are only somewhat united. Just 4 percent of the respondents believe Hispanics are very united now.

Why worry about a united Hispanic front? As White House Fellow Margarita Colmenares puts it so fervently, "The dreams of our children lie in our ability to come together as a cohesive whole. We may not agree on every point, but we should focus on our strengths and common ground."

Ms. Colmenares is talking about unity in politics. Many of the 100 Influentials believe the engine for such political clout will be the Hispanic business community. "When Hispanic businesses work together," says Democratic Congressman Solomon P. Ortiz, "it shows we are united. That gives us force and leverage." Mr. Ortiz chairs the Congressional Hispanic Caucus, and has represented a district in the Corpus Christi, Texas area since 1982. But as New York Supreme Court Justice John Carro comments, "[Hispanic] organizations have not coalesced and come together to promote a Hispanic business agenda. They should emulate the Koreans."

Indeed the majority of the 100 Influentials have an unflattering opinion of what Hispanic business organizations are doing to further a national agenda for economic development. Only 15 percent of the respondents think these organizations are very effective. Another 25 percent say such groups are definitely not effective,

Antonia Novello, M.D.
U.S. Surgeon General
Washington, DC

Henry B. Gonzalez
Chair, Banking Committee
Member of Congress
San Antonio, TX

Lloyd G. Chavez
CEO
Burt on Broadway
Englewood, CO

Ricardo Mestres
President
Hollywood Pictures
Burbank, CA

Gloria Molina
Co-Chair
Clinton Campaign – Los Angeles, CA

and 60 percent judge them to be only somewhat effective.

The problems these Influential leaders see are fundamental. "It's not even certain what the agenda is," declares Gery Chico, deputy chief of staff to Chicago Mayor Richard Daley. "There is no focus," agrees Ray Rodriguez, chief executive officer of Univision Holdings. More specifically, says Frank Herrera Jr., president of the San Antonio-based law firm Herrera & Vega, "Hispanic business organizations lack goals, vision, and commitment."

One reason for the lack of focus—whether in politics or business—submits attorney Sergio Leiseca, is that Hispanics have too often allowed themselves to remain "divided into many sub-groups: Mexicans, Puerto Ricans, Cubans, etc. This is ironic indeed because non-Hispanics do not differentiate or distinguish or divide us. We do." Mr. Leiseca is a partner with Baker & McKenzie, the nation's largest law firm.

That's right, believes California Hispanic Chamber of Com-

Andres Bande
President
Ameritech International
Chicago, IL

Evelyn Cisneros
Prima Ballerina
San Francisco Ballet
San Francisco, CA

S. Hernandez-Piñero
Chair
Housing Authority
New York, NY

E. (Kika) de la Garza
Member of Congress
Chair, Agriculture Comm.
McAllen, TX

Ruben Cardenas
Board Member
Southwestern Bell
McAllen, TX

Jose F. Rosado
Chief Executive Officer
Ibex Group
Miami, FL

100 INFLUENTIALS

Eighty-nine percent of the Influentials would undertake a boycott if necessary to assert their opinions.

—Based on poll of HISPANIC BUSINESS Influentials

Lena Guerrero
Chair
Texas Railroad Commission
Austin, TX

merce President Manuel Rosales. "People are always saying that the Hispanic community is not organized. On the contrary, we are *too* organized. We have organizations all over the place, representing many sectors of our community. The problem is that every one of them has its own agenda. They're focusing only on their particular concerns. I don't understand why we don't put our egos aside and coalesce to push Hispanics into public office. Without that, we will always be divided and will not get our fair share of the economic pie."

Trent Dimas
1992 Olympic Gymnast
Gold Medalist
Albuquerque, NM

And more basically, observes New York's Democratic Congressman Jose Serrano, these numerous groups "have been unable to make economic development a priority in the Hispanic community, particularly in our urban centers."

HISPANIC BUSINESS asked the Influentials to identify any organizations that they feel currently have "teeth" in advocating a national Hispanic economic agenda (aside from the Mexican American Legal Defense and Educational Fund—MALDEF—which tends to get a lot of attention for its advocacy). As if to illustrate Mr. Rosales's point about fragmentation, the group named a total of 22 different organizations, and only three of the 22 received more than four mentions. These three are: the Puerto Rican Legal Defense and Education Fund (picked by 12 Influentials), the National Council of La Raza (11 votes), and the League of United Latin American Citizens (9 votes).

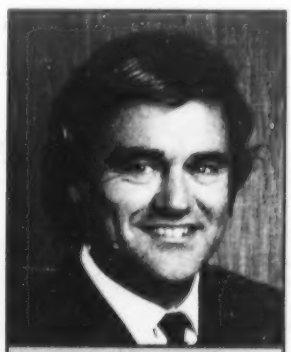
Esteban E. Torres
Deputy Whip
Member of Congress
Los Angeles, CA

"Assuming that going to court—which anyone can do—is the same as having teeth, many groups have teeth," comments Chicago's Mr. Chico. "But just as important is how much strength

Cristina Saralegui
Host/Journalist
"The Cristina Show"
Miami, FL

Alejandro Diaz Vargas
Chief Executive Officer
Stanhome Inc.
Westfield, MA

Gaddi Vasquez
County Supervisor
Orange County
Santa Ana, CA

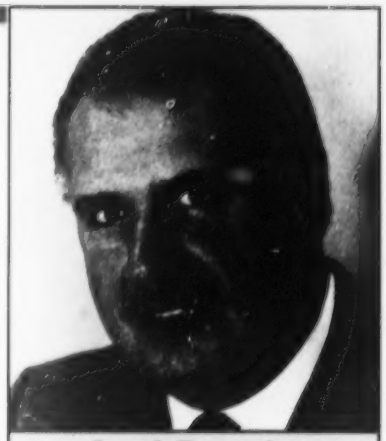


Ray Rodriguez
President and CEO
Univision Holdings
New York, NY

100 INFLUENTIALS

"There isn't one strong central organization that can bring together different opinions."

—Ruben Cardenas, Southwestern Bell



Joseph Fernandez
Chancellor
New York City Schools
New York, NY

you have in Congress, the White House, and state and local administrative and legislative offices throughout the country."

Mr. Rosales sees business organizations, "which have not been in the forefront of Hispanic consciousness...now taking the lead in furthering the Hispanic economic agenda." His own California Hispanic Chamber of Commerce, he points out, took a decade to develop its own infrastructure. "Three years ago we started networking with other state chambers, and we are coalescing into establishing a national business agenda now."

Mariah Carey
Singer/Songwriter
New York, NY

Considering the past fragmentation of the Hispanic agenda, it's no surprise that Hispanics (who with 9 percent of the population could be an important swing vote) won't be voting as a bloc in the presidential election. A big 24 percent of the Influential respondents eligible to vote say they're not sure whom they'll vote for. Another 45 percent say they'll vote for Bill Clinton, while 31 percent indicate they favor George Bush.

Mr. Clinton's 14 point margin looks substantial, but doesn't approach the 23 percent gap in party registration—55 percent Democrat and 32 percent Republican. A surprising 13 percent are "other."

Oscar De La Hoya
1992 Olympic Boxer
Gold Medalist
Los Angeles, CA

Still, this year's Hispanic Influentials are more together in their voting preferences than they were four years ago, when 49 percent of the respondents say they voted for George Bush, and 48 percent for Michael Dukakis.

Like most Americans, two-thirds of the Influential poll group say the state of the economy is the one most important factor influencing their presidential pick for 1992. Nothing else comes

Federico Peña
President and CEO
Peña Investment Advisors
Denver, CO

Solomon Ortiz
Chair, Hisp. Cong. Caucus
Member of Congress
Corpus Christi, TX

Raul Yzaguirre
President
Nat'l Council of La Raza
Washington, DC

Joaquin F. Blaya
President and CEO
Telemundo Group Inc.
New York, NY

100 INFLUENTIALS

"The question for the remainder of this decade is: Will Hispanic businesses have access to capital that will allow them to take advantage of NAFTA and expand their services and products to new markets unfolding abroad?"

—Margarita Colmenares, U.S. Dept. of Education

Dan Morales
Attorney General
State of Texas
Austin, TX

close. Yet presidential voting, and presumably any national Hispanic agenda, should "transcend single issues," points out Eduardo Aguirre Jr., senior vice president of the NationsBank of Texas in Houston. "My vote will go to the candidate who can psychologically deal with complex international issues." "We don't live in a one-issue country or world," agrees Arcadio Casillas, managing director of the Preferred Compensation Corp. in New York City. "To think so is unrealistic."

J. Antonio Villamil
Under Sec. Econ. Affairs
Dept. of Commerce
Washington, DC

Assuming that Hispanic Americans will indeed develop a unified agenda, HISPANIC BUSINESS wanted to know what they might be willing to do to assert their opinions. Eighty-nine percent of the responding Influentials indicated they would undertake a boycott if necessary. A smaller but still significant group—22 percent—say they'd also physically block access if need be. Only 2 percent say they might go so far as to destroy property, and nobody would condone violence against persons.

Gery J. Chico
Deputy Chief of Staff
Office of the Mayor
Chicago, IL

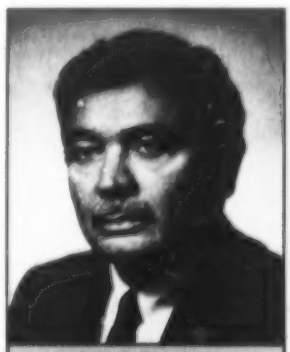
Just who are these 100 action-minded Influentials? They are selected from literally thousands of candidates to represent Hispanic leaders in a range of fields. While a few names may carry over on the Influentials listing from one year to the next (20 did this year), the focus is on men and women who have made the news for the first time, or who have demonstrated notable new accomplishments during the current year.

About one-fifth of the 100 Influentials for 1992 recently assumed new positions, for example. Jose Canchola of Tucson is the new chair of the U.S. Hispanic Chamber of Commerce. New

Monica Lozano
Editor
La Opinion
Los Angeles, CA

Arcadio Casillas
Managing Dir./Principal
Preferred Comp. Corp.
New York, NY

Sergio A. Leiseca
Law Partner
Baker & McKenzie
Chicago, IL



Raul Rivera
President
Nat'l Benefit Life Insur.
New York, NY

100 INFLUENTIALS

Lucille Roybal-Allard
California Assembly Member
Congressional Candidate
Los Angeles, CA

"The National Council of La Raza does try to affect Congress. However, compared to other traditional lobbying organizations, I can't say we have teeth."

—Federico Peña, Peña Investment Advisors

York attorney Ernest Collazo was recently named chair of the Puerto Rico Legal Defense and Education Fund. Carlos Ortiz is the new president of the Hispanic National Bar Association, and Laudelina Martinez recently assumed a new role as president of the Hispanic Association of Colleges and Universities.

Frank Herrera Jr.
Law Partner
Herrera & Vega
San Antonio, TX

Because 1992 is a political year, there are new faces on the political scene as well. Arizona sent its first Hispanic congressman, Ed Pastor, to Capitol Hill this year.

In the Bush Administration, J. Antonio Villamil moved up to become Under Secretary of Commerce; Cari Dominguez is the new assistant secretary for employment standards at the Department of Labor; Jaime Ramon, formerly general counsel for the Office of Personnel Management, succeeded Ms. Dominguez as director of the Office of Federal Contract Compliance Programs in the Department of Labor; and Linda Bocchi left a Washington law firm to take a position in the Division of Enforcement of the Securities and Exchange Commission.

Frederick R. Ruiz
President and CEO
Ruiz Food Products Inc.
Dinuba, CA

Hispanics in state and city governments also moved up. Gery Chico became deputy chief of staff to Chicago Mayor Richard Daley, for example. Sally Hernandez-Piñero, who was formerly New York's deputy mayor, took over as chair of the New York City Housing Authority. Matt Rodriguez became Chicago's first Hispanic chief of police this year, and Louis Cobarruviaz was similarly honored in San Jose, California. Waldemar (Bill) Rojas is San Francisco's new superintendent of schools.

On the presidential campaign trail, the Clinton organization

Hon. John Carro
Associate Justice
New York Supreme Court
New York, NY

Luis V. Gutierrez
Alderman 26th Ward
Congressional Candidate
Chicago, IL

Hilario F. Candela
President
Spillis Candela & Prtnrs
Coral Gables, FL

Fernando Ferrer
President
Borough of the Bronx
New York, NY

100 INFLUENTIALS

Pablo Morales
1992 Olympic Swimmer
Gold Medalist
Santa Clara, CA

"No single Hispanic business organization has significant financial strength, [and they] are unwilling to work together."

—Frederick Ruiz, Ruiz Food Products

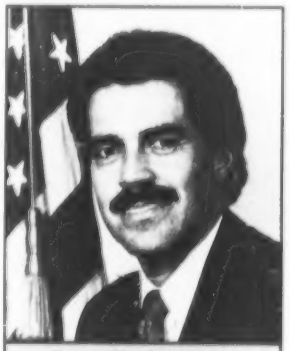
named Los Angeles County Supervisor Gloria Molina as co-chair, and made Maria Echaveste its national Latino coordinator as well as national deputy political director.

The Bush campaign, meanwhile, scored a first for the Republican party by naming a Hispanic campaign director in California. Xavier Hermosillo, chair of the advocacy group NEWS for America, is director of the California Latino Bush-Quayle campaign organization. According to Mr. Hermosillo, California's 420 delegates to the Houston convention included 84 Hispanics. At least half of the California delegation were women.

Laudelina Martinez
President
HACU
San Antonio, TX

Both of the country's leading Spanish language television networks have new Hispanic CEOs. Joaquin Blaya, formerly acting president of Univision, became CEO of Telemundo. Ray Rodriguez, formerly a senior vice president of Univision, moved up to the CEO position when Mr. Blaya left.

Among all these accomplished individuals, is there one who could be considered the most influential for 1992? HISPANIC BUSINESS polled each of the 100 Influentials to determine who they might consider the most outstanding from a list of seven names. Not included on this list was last year's winner, Secretary of the Interior Manuel Lujan Jr.



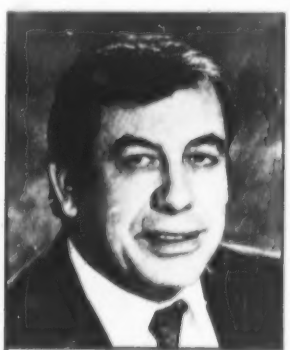
Jose E. Serrano
Member of Congress
Borough of the Bronx
New York, NY

U.S. Surgeon General Antonia Novello was this year's clear winner, with 31 percent of the votes. Dr. Novello has interpreted her role as surgeon general liberally, dealing actively with such difficult health issues as AIDS, underage drinking, and immunization for childhood diseases. Recently she asked the R.J. Reynolds company to stop targeting advertising of Camel ciga-

Salvador Diaz-Verson
President
Diaz-Verson Cap. Invstmnt
Columbus, GA

George R. Arellano
Sr. VP and Gen. Mgr.
Abitibi-Price Inc.
New York, NY

Rosemary Barkett
Chief Justice
Florida Supreme Court
Tallahassee, FL



Joseph Sanchez Jr.
Founding Member/Chair
Mex. Amer. Grocers Assn.
Los Angeles, CA

100 INFLUENTIALS

"Hispanic business organizations lack goals, vision, commitment."

—Frank Herrera Jr., Herrera & Vega

Maria Echaveste
Attorney Member
Clinton Campaign
Little Rock, AR

rettes to young people, and specifically to stop using the cartoon character "Old Joe" camel in its ads.

Second most influential among the 100 with 23 percent of the vote was Texas Democratic Congressman Henry B. Gonzalez, who is chair of the House Banking Committee.

Jaime Ramon
Dir. Contract Compliance
U.S. Dept. of Labor
Washington, DC

Finally, we asked the Influentials to make some hard choices on what they would do if they had 10 percent less or 10 percent more to invest in education. We wondered at what grade levels they would make the cuts or provide the increases.

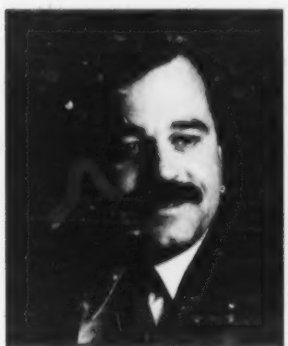
The 100 unanimously believe in the importance of higher education. But if they had to make cuts somewhere, a substantial majority—73 percent—would make them at the university level. Conversely, only 6 percent would direct additional funding there rather than to the high school, elementary school, or pre-school/kindergarten levels.

The Influentials appear to place first priority on support at the elementary school level. Only 3 percent of the Influentials would make a funding cut at that level, while 53 percent would channel any additional funds there.

Another 23 percent of the Influentials would channel extra funds to the high schools, while only 5 percent would make their cuts there. And while 19 percent would make the cuts at the pre-school/kindergarten level, another 18 percent would add funding there.

Frank Quevedo
Chair
MALDEF
Fullerton, CA

Now the Influentials nominations are open for 1993, care of the HISPANIC BUSINESS editorial board. Because it seems that more Hispanics reach positions of greater prominence each year, we await your suggestions with great pleasure.



Tony Leal
VP, National Sales
Discover Card Svcs Inc.
Riverwoods, IL

Ed Pastor
Member of Congress
District 2
Phoenix, AZ

Matt Rodriguez
Superintendent
Chicago Police Department
Chicago, IL

Jose Canchola
Chair
U.S. Hisp. Chamber of Comm.
Tucson, AZ

100 INFLUENTIALS

VIEWS... ON THE TOP ISSUES OF 1992*

POLITICAL ISSUES

Are you registered to vote (citizens only)? 100% Yes

Your choice today for President?
- 45% Bill Clinton
- 31% George Bush
- 24% not sure

Is this your final choice?
- 71% Absolutely certain
- 17% Pretty Sure
- 12% Not Sure

Which issue is most important in your decision?
- 67% Economy
- 15% Civil rights/minority issues
- 4% Abortion rights
- 4% Free trade with Mexico
- 10% Other

How important are candidates' personal lives?
- 24% Very important
- 51% Somewhat important
- 22% Not very important
- 3% Not important at all

Your choice in 1988? 49% George Bush.
48% Michael Dukakis 3% no answer

*Percents are of those who answered each question.

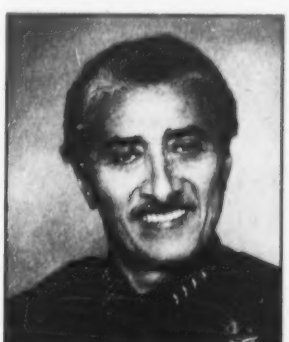
Mary Joe Fernandez
1992 Olympic Tennis Player
Gold Medalist
Miami, FL

Ennio Quevedo-Garcia
VP of Special Segment
Bank of America
San Francisco, CA

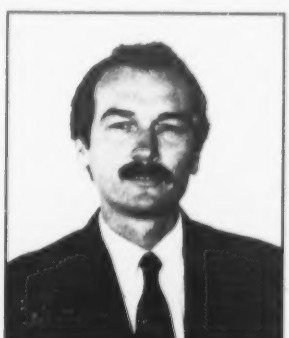
Phil Roman
President and CEO
Film Roman
North Hollywood, CA

Carlos Ortiz
President
Hispanic Nat'l Bar Assoc.
Montclair, NJ

Ernest J. Collazo
Chair
Puerto Rican Legal Defense & Ed. Fund—New York, NY



Louis Cobarruviaz
Chief of Police
San Jose Police Dept.
San Jose, CA



Dennis Rivera
Pres. Local 1199
Drug/Hosp./Hlthcare Union
New York, NY

100 INFLUENTIALS

VIEWS... ON THE TOP ISSUES OF 1992*

SOCIAL ISSUES

How united is Hispanic community in pursuing its political/ social goals?

4% Very 42% Somewhat 40% Not very
11% Not at all 3% Not sure

How effective is Hispanic business community in pursuing a national economic development agenda?

15% Very effective
60% Somewhat effective
25% Not effective

How important is such unified action?

86% Very
13% Somewhat
1% Not at all

If government could spend 10 percent more for education, where should it go?

18% Pre-school
53% Elementary school
23% High school
6% Higher education

If necessary to assert your opinion, how far is it acceptable to go?

A boycott?	89%
Blocking access?	22%
Destruction of property?	2%
Violence against persons?	0%

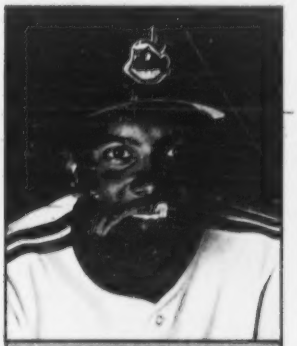
*Percents are of those who answered each question.

Jose Luis Vazquez
Chief Financial Officer
Arthur Andersen & Co.
Chicago, IL

Carolina Calderin
Chief Executive Officer
Pan American Hospital
Miami, FL

Ernesto M. Chavarria
Chair
TAMACC
Austin, TX

Tony Sanchez Jr.
Chief Executive Officer
Sanchez-O'Brien Oil & Gas
Laredo, TX



Sandy Alomar
Catcher
Cleveland Indians
San Diego, CA

Carlos de Cespedes
Chief Executive Officer
Pharmed Group
Miami, FL

George L. Pla
President and CEO
Cordoba Corp.
Los Angeles, CA

100 INFLUENTIALS

DEMOGRAPHIC PROFILE TOTAL GROUP*

Birthplace: 63% U.S. 37% Abroad

Age: 6% 21-30 26% 31-40 43% 41-50
11% 51-60 14% 61+

Gender: 73% Male 27% Female

Cultural Background: 45% Mexican
24% Puerto Rican 20% Cuban
4% Spanish 3% South American
1% Central American 3% Other

Education: 2% High school 22% Some college
27% College Grad 49% Postgrad

Household Income: 14% $50,000-$99,000 86% $100,000+

Current financial situation compared with one year ago?
38% Better off 12% Worse off 50% Same

Language:	At Home	Business
	33% English	55% English
	15% Spanish	4% Spanish
	52% Bilingual	41% Bilingual

Geographic Region:
34% Northeast
10% Southeast
10% Midwest
46% Southwest
0% Northwest

*Percents are of those who answered each question.

Miguel Nevarez
President
U. of Texas-Pan American
Edinburg, TX

David Lizarraga
President
TELACU
Los Angeles, CA

Miriam Santos
Treasurer
City of Chicago
Chicago, IL

Manuel A. Rosales
President
California Hisp. C of C
San Francisco, CA

Raul Alarcon Jr.
President
Span. Broadcasting System
New York, NY

Amalia Mesa-Bains
Artist
Cultural Historian
San Francisco, CA

Jorge Diaz
VP Engineering
B2 Div., Northrop Corp.
Pico Rivera, CA

100 INFLUENTIALS

DEMOGRAPHIC PROFILE MEXICAN-AMERICANS*

Place of Birth: 93% U.S. 7% Abroad

Age: 11% 21-30 22% 31-40 22% 41-50
11% 51-60 34% 61+

Gender: 76% Male 24% Female

Political Affiliation:
76% Democrat
12% Republican
12% Other

Education:
4% High School
33% Some College
30% College Grad
33% Postgrad

Household Income:
27% $50,000-$99,000
73% $100,000+

Current financial situation compared with one year ago:
48% Better off 15% Worse off 37% Same

Language:	At Home	Business
	37% English	63% English
	0% Spanish	4% Spanish
	63% Bilingual	33% Bilingual

Geographic Region:
11% Northeast
2% Southeast
7% Midwest
80% Southwest
0% Northwest

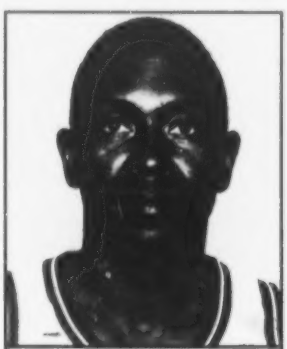
*Percents are of those who answered each question.

Richard Polanco
Member
California State Assembly
Los Angeles, CA

Cari M. Dominguez
Asst. Soc. Employ. Stds.
U.S. Dept. of Labor
Washington, DC

Waldemar (Bill) Rojas
Superintendent of Schools
SF Unified School Dist.
San Francisco, CA

Frank Flores
President/Chair/CEO
Marsden Reproductions
New York, NY



Mark Aguirre
Forward
Detroit Pistons
Detroit, MI

Teresa McBride
President
McBride & Associates Inc.
Albuquerque, NM

Roberto Martinez
U.S. Attorney
South Florida
Miami, FL

100 INFLUENTIALS

DEMOGRAPHIC PROFILE PUERTO RICAN-AMERICANS*

Place of Birth: 85% U.S. 15% Abroad

Age: 11% 21-30 45% 31-40 33% 41-50
0% 51-60 11% 61+

Sex: 67% Male 33% Female

Political Affiliation: 69% Democrat
8% Republican
23% Other

Education: 0% High school
8% College
23% College grad
69% Postgrad

Household Income: 39% $50,000-$99,000
61% $100,000+

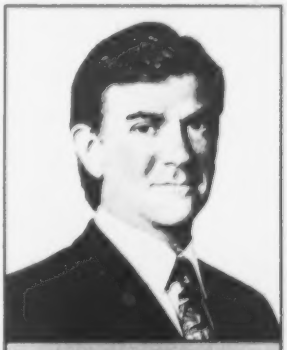
Current financial situation compared with one year ago:
0% Better off 23% Worse off 77% Same

Language:	At Home	Business
	46% English	54% English
	8% Spanish	0% Spanish
	46% Bilingual	46% Bilingual

Geographic Region: 75% Northeast
0% Southeast
8% Midwest
17% Southwest
0% Northwest

*Percents are of those who answered each question.

Victoria Corderi
News Anchor
"Street Stories"
New York, NY



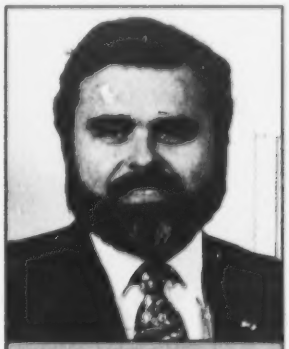
Alberto W. Vilar
President
Amerindo Invst. Advsrs.
San Francisco, CA

Carlos Ramirez
Editor
El Diaro/La Prensa
New York, NY

L. R. Figueroa-Bocchi
Senior Attorney
Sec. and Exchange Comm.
Washington, DC

Eduardo Aguirre Jr.
Senior VP
NationsBank of Texas
Houston, TX

Luis Cancel
Commissioner
Dept. of Cultural Affairs
New York, NY



Xavier Hermosillo
Director
Latino Bush Campaign
Los Angeles, CA

100 INFLUENTIALS

DEMOGRAPHIC PROFILE CUBAN-AMERICANS*

Birthplace: 11% U.S. 89% Abroad

Age: 18% 31-40 59% 41-50
18% 51-60 5% 61+

Sex: 70% Male 30% Female

Political Affiliation:
19% Democrat
69% Republican
12% Other

Education:
18% Some College
29% College Grad
53% Postgrad

Household Income:
8% $50,000-$99,000
94% $100,000+

Current financial situation compared with one year ago:
50% Better off 0% Worse off 50% Same

Language:	At Home	Business
	22% English	39% English
	39% Spanish	5% Spanish
	39% Bilingual	56% Bilingual

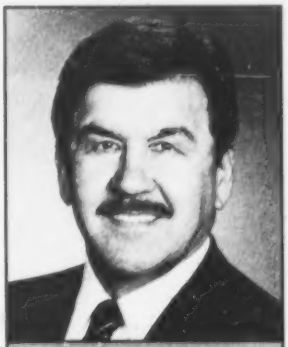
Geographic Region:
40% Northeast
40% Southeast
15% Midwest
5% Southwest
0% Northwest

*Percents are of those who answered each question.

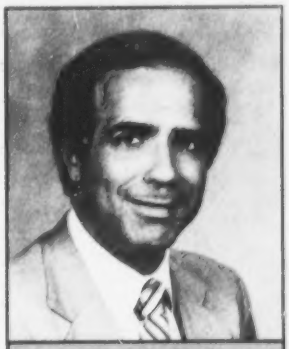
Anita Perez Ferguson
Congressional Candidate
23rd District
Venture, CA

Stella Guerra
Assistant Secretary
Territorial/Int'l Affairs
Washington, DC

Natalia Delgado
Law Partner
Jenner & Block
Chicago, IL



Ernest Z. Robles
Executive Director
Nat. Hisp. Scholrshp Fund
Novato, CA



Jose Garcia-Pedrosa
Managing Law Partner
Tew & Garcia-Pedrosa
Miami, FL

Lillian Fernandez
Chair
Nat'l Puerto Rican Forum
New York, NY

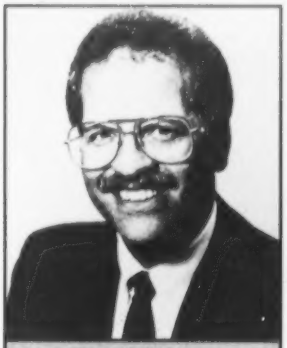
100 INFLUENTIALS

INDEX

Mark Aguirre 72
Eduardo Aguirre Jr. 74
Raul Alarcon Jr. 70
Sandy Alomar 68
Diane Alverio. 78
George R. Arellano 62
Andres Bande 53
Rosemary Barkett 62
Alejandro Benes 78
Joaquin F. Blaya 56
Carolina Calderin 68
Luis Cancel 74
Jose Canchola 64
Hilario F. Candela 60
Oswald Cano 78
Ruben Cardenas 53
Mariah Carey 56
John Carro 60
Arcadio Casillas 58
Ernesto M. Chavarria 68
Lloyd G. Chavez 53
Gery J. Chico 58
Evelyn Cisneros 53
Louis Cobarruviaz 66
Ernest J. Collazo 66
Margarita H. Colmenares 78
Victoria Corderi 74
Carlos de Cespedes 68
E. (Kika) de la Garza 53
Oscar De La Hoya 56
Natalia Delgado 76
Jorge Diaz 70
Alejandro Diaz Vargas 54
Salvador Diaz-Verson 62
Trent Dimas 54
Cari M. Dominguez 72
Maria Echaveste 64
Joseph Fernandez 56
Lillian Fernandez 76
Mary Joe Fernandez 66
Fernando Ferrer 60
Linda R. Figueroa-Bocchi 74
Frank Flores 72
Jose Garcia-Pedrosa 76
Henry B. Gonzalez 52
Ofelia Gonzalez 78
Stella Guerra 76
Lena Guerrero 54
Luis V. Gutierrez 60
Xavier Hermosillo 74
Sally Hernandez-Piñero 53
Frank Herrera Jr 60
Nicolas Kanellos 78
Tony Leal 64
Sergio A. Leiseca 58
David Lizarraga 70
Monica Lozano 58
Laudelina Martinez 62
Roberto Martinez 72
Teresa McBride 72
Amalia Mesa-Bains 70
Ricardo Mestres 53
Gloria Molina 53
Dan Morales 58
Pablo Morales 62
Miguel Nevarez 70
Antonia Novello, M.D. 52
Carlos Ortiz 66
Solomon Ortiz 56
Ed Pastor 64
Federico Peña 56
Anita Perez Ferguson 76
George L. Pla 68
Richard Polanco 72
Frank Quevedo 64
Ennio Quevedo-Garcia 66
Carlos Ramirez 74
Jaime Ramon 64
Dennis Rivera 66
Raul Rivera 58
Ernest Z. Robles 76
Matt Rodriguez 64
Ray Rodriguez 54
Waldemar (Bill) Rojas 72
Phil Roman 66
Jose F. Rosado 53
Manuel A. Rosales 70
Lucille Roybal-Allard 60
Frederick R. Ruiz 60
Joseph Sanchez Jr. 62
Tony Sanchez Jr. 68
Miriam Santos 70
Cristina Saralegui 54
Jose E. Serrano 62
Esteban Edward Torres 54
Gaddi Vasquez 54
Jose Luis Vazquez 68
Alberto W. Vilar 74
J. Antonio Villamil 58
Raul Yzaguirre 56

Ofelia Gonzalez
Theater Actress
Repertorio Español
New York, NY

M. H. Colmenares
White House Fellow
Dept. of Education
Washington, DC



Oswald Cano
Gen. Mgr. Corp. Resp.
PSE&G
Newark, NJ

Nicolas Kanellos
Publisher
Arte Publico Press
Houston, TX

Diane Alverio
President
Nat'l Assn Hisp. Journal.
Hartford, CT

Alejandro Benes
Director of News
NBC
New York, NY